The Content Strategy of Civil Discourse
TURNING CONFLICT INTO COLLABORATION
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Should this person drive this car?
How might this person drive this car?
HOW Conversations vs SHOULD Conversations
The Solutions Journalism Toolkit
Over a period of years I kept meeting people of great decency who had different world views. But there wasn’t a place where they could meet to bring out the best in each other and find answers that each hadn’t considered.

— Robert Fersh, President, Convergence
Today we think about political discourse as a zero sum game.
The Fundamental Attribution Error
ARE YOU COMING TO BED?

I CAN'T. THIS IS IMPORTANT.

WHAT?

SOMEONE IS WRONG ON THE INTERNET.
The internet is where you go to find people who are doing it wrong and tell them they’re doing it wrong.
What does a productive conversation about race actually look like?
Once we agree on that, then we can talk about how to have one.
What is the conversation was the service?

Ronnie Polaneczky
OK.

Now that you’re really angry, buy these yoga pants!
You get the conversation you DESIGN for
**Most helpful positive review**

5,285 of 5,384 people found the following review helpful

**4.5 out of 5 stars**

**I am IMPRESSED.....**

By Marc D. Ganz on January 23, 2009

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I changed my review from a 1 to a 5...here's why I am impressed. First, I had a Tanita scale. It told me my weight, body fat, water weight, bone weight, if my toenails needed to be cut, etc. However, I could not read the display and as executive/non-athlete I did not need all this information. When that scale died, I went looking for a good solid simple scale. I liked the way this scale looked and the reviews on Amazon were good. Plus, the price was great. I got it right away, and it was great. Looked good, easy to read, and I liked the 0.2 denominations. However, unfortunately it stopped working after two weeks. I went to return it on Amazon and posted a disappointing review. Then the most amazing thing happened...this really happened...about an hour after I posted my review, I was contacted by the company. They read my review and apologized that my unit was not operating the way that it was supposed, discussed their high quality control and that this should not have happened, and then they sent me a replacement right away.

Read more

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**Most helpful critical review**

5,285 of 5,384 people found the following review helpful

**4 out of 5 stars**

**Very accurate, but hard to turn on**

By Elizabeth on July 27, 2009

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The scale is very accurate. I stepped on and off multiple times, and always got the same number. Then I put on a light jacket, stepped on again, and it was up 8 pounds. Perfect! However, it is somewhat tricky turning the scale on. They say you're supposed to "tap" it with your foot to activate it, but nothing happens when I tap. The only thing that seems to work for me is if I slide my foot underneath the scale and lift it up slightly. This seems to turn it on, but it's a somewhat awkward maneuver. So I take off two stars for the difficulty in turning it on.

UPDATE (3/25/2010) since writing my previous review, EatSmart has updated their product and gotten rid of the need to tap on. They sent me a new version, and it really does work much better. It seems just as accurate, though there is a .2 pound difference between the old scale and the new (which really isn't too bad). You step on the scale, and it just works. Much better!!
PROOFREADING
30% BETTER

BRAINSTORMING
2X MORE IDEAS
10 Tricks to Appear Smart During Meetings

Here are my ten favorite tricks for quickly appearing smart during meetings.
2. Translate percentage metrics into fractions

If someone says “About 25% of all users click on this button,” quickly chime in with, “So about 1 in 4,” and make a note of it. Everyone will nod their head in agreement, secretly impressed and envious of your quick math skills.

3. Encourage everyone to “take a step back”

There comes a point in most meetings where everyone is chiming in, except you. Opinions and data and milestones are being thrown around and you don’t know your CTA from your OTA. This is a great point to go, “Guys, guys, guys, can we take a step back here?” Everyone will turn their heads toward you, amazed at your ability to silence the fray. Follow it up with a quick, “What problem are we really trying to solve?” and, boom! You’ve bought yourself another hour of looking smart.

4. Nod continuously while pretending to take notes
JESSICA JONES Too X-RATED for Netflix? (Who is Jessica Jones?)

Published on Sep 30, 2015
Who is Jessica Jones? Netflix has a Jessica Jones teaser and a Jessica Jones trailer, but do you even know who Marvel’s Jessica Jones is? And is her story WAY TOO ADULT for Netflix?
We put the least amount of effort possible into how this place looks so you should put the least amount of effort possible into how you conduct yourself.
It’s not just about anonymity
People can be crappy when they use their real names.
Every website has its own rules, and these are our rules for participating in NPR social networking features, including discussions and comments. If you break them, don't be surprised if we block your comments.

First things first: **If you can't be polite, don't say it.** Of course, we don't want to stifle discussion of controversial issues. Some topics require blunt talk, and we're not always going to agree with each other. Nonetheless, please try to disagree without being disagreeable. Focus your remarks on positions, not personalities. No personal attacks, name calling, libel, defamation, comments about someone's mother, hate speech, comparisons to notorious dictators - you get the idea. And under no circumstances should you post anything that

It’s about setting the standard
and modeling good behavior.
Collaboration vs Hierarchy
HIERARCHY says this is how it should be and there should be no deviation.

It already knows the answer. It is exclusive and non-learning.
COLLABORATION says here is a problem we can solve together.

It searches for continuously better answers.
It is inclusive and learning.
No Titles

We’re just 10 people in a room trying to solve a problem.
How we talk about race is HIERARCHICAL.
SHAME. SHAME. SHAME. SHAME.
The problem with this approach is that it treats n00bs like trolls.
To speak meaningfully about race is a skill.
Twitter allows no room for error.
Knowing **HOW NOT** to do something is not the same as knowing **HOW TO**

and the outrage ecosystem only tells you how not to do something.
What’s the opposite of a racist?
We don’t even have the language to describe how to do it right but we have plenty of words to describe how to do it wrong.
what movies will make me less racist?

The Most Racist Films Of All Time - Business Insider
www.businessinsider.com/the-most-racist-films-of-all-time...
Jun 1, 2012 - Hollywood has a reputation for being a liberal bastion of political correctness. But as these appalling movies show, it wasn't always so. Some of ...

Top 10 Racist Movies Of All Time - Listverse
listverse.com/2013/11/11/top-10-racist-movies-of-all-time/
Nov 11, 2013 - The cinematic world has a long history of racism, whether direct or implied. ... It can be argued that "whiteface" is just as racist, but with less usage. ..."heyyy girl, let me help you change clothes and--oh shit, I gotta help you out ...

11 of The Most Racist Movies Ever Made - Atlanta Blackstar
atlantablackstar.com/2013/11/.../11-of-the-most-racist-movies-ever-made...
Nov 22, 2013 - Disney's attempt to promote racial unity in the 1946 film "Song Of The .... with the help of the animals. and don't tell me he wasnt hittin on the sistah's ... a huge stretch, the director wanted to make a movie about an animal, and the .... If you look at what's being pushed out on TV now you will see that things ...
Most of our content is SHOULD-oriented, not HOW-oriented.
It’s not that we should stop having should discussions, it’s just that THAT’S ALL WE EVER DO!
And if that’s all we ever do, the best we can hope for is a bureaucracy.
Reactance

Why PC backfired.
So what can we do?
Let’s call out good behavior!

When you celebrate something, you get more of it.
David Dylan Thomas @movie_pundit · 6h
Today's #WokeCinema selection is full of good ideas.

Where to Invade Next (2015)
Directed by Michael Moore. With Michael Moore, Johnny Fancelli, Christina Fancelli, Lorena Lardini. To learn what the USA can learn from other nations, Michael Moore

imdb.com

#WokeCinema
Positive Exemplars
Your site's comments should be civil.

Civil is the best commenting platform for managing community behavior.

Civil Comments
Rate before you post.
"We need more tools than there are business models for."

— Chris Alfano, Code for Philly
ReThink
A 14 year old figured this out.
How can we get healthier food into the supermarket?
How can we work together to shift consumer demand to healthier consumption?
How might this person drive this car?
How do we do a better job of moving people?
How might we improve health outcomes?

Your job is harder than you think.
At NPR, our success depends on our ability to connect with our listeners and readers. It is the cornerstone of our

Thinking beyond comments

What were they for in the first place?
30 Facebook pages
50 Twitter accounts
Snapchat
Instagram
Tumblr
Facebook groups
Personal social accounts
Contests
Audience Relations team
Ombudsman
Create new platforms for better conversation

Ones specifically designed to facilitate how conversations.
We can UPVOTE or DOWNVOTE, but what if there was an “ideate” button?

What if there was a “collaborate to make this better” button?
Can we do this digitally?
“As a ________, I would like to ___ 
_________________________________________, so that I 
can ________________.”

Start using design language 
for things other than design.
“As a woman, I would like to be paid as much as a man, so that I can pay off my student loans.”
Problem-based procurement

Describing the problem, not the solution.
Use design approaches

Spend time with each other before we start coming up with policy for each other.
**Evidence-based content**

If they don’t need it, don’t make it.

<table>
<thead>
<tr>
<th>CONTENT TYPE</th>
<th>PERCENT OF HCP PRODUCT SITES WITH THIS CONTENT TYPE</th>
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<tbody>
<tr>
<td>Formulary status</td>
<td>1%</td>
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<tr>
<td>Patient assistance</td>
<td>1% [Links to Reimbursement &amp; Billing]</td>
</tr>
<tr>
<td>Drug interaction</td>
<td>22% [Links to Merck Access Program]</td>
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<tr>
<td>Mechanism of action</td>
<td>18%</td>
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<td>Vouchers &amp; coupons</td>
<td>31%</td>
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<tr>
<td>NOT identified by HCPs as important:</td>
<td>36%</td>
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<tr>
<td>Notional content</td>
<td>50%</td>
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<tr>
<td>Safety information on dedicated page</td>
<td>81%</td>
</tr>
</tbody>
</table>
Marvelous technology is at our disposal and instead of reaching up for new heights, we try to see how far down we can go.

— Eric Bogosian, Talk Radio
Three Rules of Productive Discourse

1. Neither of us has the answer.
2. Neither of us will win.
3. We are here to create something new.
Next time you see somebody doing it wrong, ask yourself if there’s a How Conversation to be had
Thank you!

DAVID DYLAN THOMAS   |   @MOVIE_PUNDIT